

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1. (previously presented) A method of operating a business processing unit to generate a context for an interaction between a consumer and a business comprising:

storing historical interaction data between a consumer and a business in a historical interaction database, the historical interaction data regarding interactions between the business and the consumer;

receiving a communication from the consumer through a device to obtain interaction data;

accessing in accordance with the obtained interaction data historical interaction data regarding the consumer; and

generating from the accessed historical interaction data a context for the communication received from the consumer.

Claim 2. (previously presented) The method of claim 1, wherein the communication through the device is received via an access channel.

Claim 3. (previously presented) The method of claim 1, further comprising:

mining the interaction data from previous consumer to business interactions to generate historical interaction data; and

the storage of historical interaction data between a consumer and a business includes storing the mined interaction data from the previous consumer to business interactions in the historical interaction database.

Claim 4. (previously presented) The method of claim 1, further comprising:

transmitting the historical interaction data to the device through which the communication was received.

Claim 5. (previously presented) The method of claim 4, wherein the transmission of the historical interaction data to the consumer includes providing the historical interaction data to the consumer in a consumer actionable format at the device through which the communication was received.

Claim 6 (canceled).

Claim 7. (currently amended) The method of claim 1 ~~6~~, wherein the communication includes consumer identification data.

Claim 8. (previously presented) A method of interaction between a business and a consumer comprising:

maintaining a database of past interaction data from previous consumer to business interactions;

receiving an interaction initiation having interaction data from a consumer;

accessing in accordance with the received interaction data past interaction data regarding the consumer from the database of past interaction data; and

generating a context from the past interaction data regarding the consumer that was accessed in accordance with the received interaction data.

Claim 9. (previously presented) The method of claim 8, wherein the interaction initiation is received via an access channel.

Claim 10. (previously presented) The method of claim 8, further comprising:  
mining the interaction data from previous consumer to business interactions to generate historical interaction data; and  
the maintenance of past interaction data includes storing the mined interaction data in the past interaction database.

Claim 11. (currently amended) The method of claim 8, further comprising:  
presenting the generated context to the consumer.

Claim 12. (previously presented) The method of claim 11, wherein the presentation of the generated context to the consumer includes providing the generated context to the consumer in a consumer actionable format.

Claim 13. (previously presented) A method for generating context for an e-mail from a consumer to a business regarding an Internet site of the business, the method comprising:

receiving an e-mail originating from an Internet terminal of a consumer, the e-mail having consumer identification data and consumer Internet session history data regarding an Internet site of the business;

accessing in accordance with the consumer identification data stored historical interaction data regarding the consumer;

generating a response to the email in accordance with the consumer identification data, the consumer Internet session history data, and the accessed historical interaction data.

Claim 14 (canceled).

Claim 15. (previously presented) The method of claim 13, further comprising:

automatically generating a template e-mail on the Internet terminal of the consumer in response to the consumer selecting an e-mail link on the business Internet site, the template e-mail including the consumer identification data and the consumer Internet session history.

Claim 16. (currently amended) The method of ~~to~~ claim 15, further comprising:

automatically invoking an e-mail program on the Internet terminal of the consumer in response to the consumer selecting the e-mail link on the business Internet site and providing the template e-mail to the e-mail program.

Claim 17. (previously presented) The method of claim 13, further comprising:  
mining interaction data from previous consumer to business interactions; and  
storing the mined interaction data from the previous consumer to business interactions in a historical interaction database.

Claim 18. (previously presented) An apparatus for establishing a context of an interaction between a consumer and a business comprising:  
a data storage adapted to retain historical consumer to business interaction data regarding a consumer;  
means for receiving a communication from the consumer; and  
a context generator for generating a context for the communication received from the consumer, the context being generated in accordance with historical consumer to business interaction data accessed in accordance with data obtained from the consumer communication.

Claim 19. (previously presented) The apparatus of claim 18, further comprising:  
means for providing a response to the communication received from the consumer, the response incorporating data from the generated context.

Claim 20. (previously presented) The apparatus of claim 18, wherein the means for receiving a communication from the consumer is coupled to an access channel.

Claim 21. (new) A system for providing the context of a present customer interaction comprising:

- an input device operable to receive data about interactions with a customer;
- a database operable to store the data about the interactions with the customer received by the input device;
- an output device operable to output the stored data about interactions with the customer; and
- a processor operably connected to the input device, the database and the output device and programmed to
  - store the data about interactions with the customer received by the input device into the database,
  - evaluate data associated with a new interaction with the customer,
  - access the stored data about interactions with the customer,
  - retrieve stored data that provides a context for at least some of the data associated with the new interaction with the customer, and
  - output the retrieved data.

Claim 22. (new) The system of claim 21, wherein:

- the data about interactions with the customer comprises data identifying a first good purchased by the customer;

the data associated with the new interaction with the customer comprises data that identifies the first good purchased by the customer; and

the retrieved data comprises data associated with the first good purchased by the customer.

Claim 23. (new) The system of claim 21, wherein:

the data about interactions with the customer comprises data identifying a first interaction with the customer, a second interaction with the customer and a third interaction with the customer;

the data associated with the new interaction with the customer comprises data that identifies the second interaction with the customer; and

the retrieved data comprises data associated with the second interaction with the customer, and the data identifying the first interaction with the customer and the second interaction with the customer is not retrieved.

Claim 24. (new) The system of claim 21, wherein:

the data about interactions with the customer comprises data identifying a first service provided to the customer;

the data associated with the new interaction with the customer comprises data that identifies the first service provided to the customer; and

the retrieved data comprises data associated with the first service provided to the customer.